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# Ideas... 4-H and YOUTH DEVELOPMENT



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NATIONAL 4-H CONFERENCE - ONE OF THE BEST EVER Our staff feels very good about the opportunities State Leaders had for discussion of "4-H in the 70's" and the dialogue and inter-action between the youth delegates and the adults. This format has demonstrated the need and the effectiveness of youth involvement in program development.

A highlight was the meeting with both President and Mrs. Nixon at the White House. Mrs. Clifford Hardin was also present. The group were personal guests of Mrs. Nixon for a reception. Ample opportunity was given for touring the White House. President Nixon invited the group to go into the rose garden and mentioned the event to be held there soon. Mrs. Nixon was named a Partner-in-4-H. Very unusual gifts were presented. President Nixon received handsome cuff links and Mrs. Nixon a brooch made of wood from the oak tree that inspired Joyce Kilmer to write "Trees". When the oak tree had to be cut down on the Rutgers campus, Rollyn Winters secured a round of the wood, for use nationally by 4-H.

Seven other "Partners" honored at the banquet on Friday evening were: Clifford D. Anderson, J. C. Penney Company; Ray C. Kooi, Ford Motor Company Fund; William L. Smith, Vice President, Hilton Hotels Corporation; Ruth E. Simon, Administrative Director, Educational Division, Simplicity Pattern Company; John M. Martin, Chairman, Hercules, Inc., Dr. James S. Thomas, Bishop, United Methodist Church of Iowa; Curtis T. Lambert, Executive Vice-President, First National Bank of Philippi, W. Va. Mr. Howard Harder, also selected as a "Partner" was unable to be present and will be recognized later.

WESTERN AND NORTHEAST REGIONAL CONFERENCES OF STATE 4-H STAFF: Fifty-five State 4-H staff members participated in a 3 1/2-day conference in Oakland, Calif., February 15-19, 1971. The conference featured program management, volunteer staff development and programming for low income and inner city youth as those enrolled looked to 4-H in the 70's. This was the first gathering of the Western group since 1963.

The Northeast Conference, March 16-18, held in New York City, had somewhat similar agenda items, with strong emphasis on urban programming.

REGIONAL ACA MEETINGS: Duke Regnier was pleased with the 4-H kindred meetings at ACA as "a starting effort". Hopefully, this is an indication of a strong program to assist Extension staff to more effectively utilize camping in 4-H. Even with bad weather and resulting travel problems for three of the meetings, Extension participation was rewarding. State 4-H staff members, who were chairmen of the meetings, all deserve special commendation.

EXTENSION SERVICE, U.S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D.C. 20250  
COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES.

AMERICAN DAIRY SCIENCE ASSOCIATION: John Morris, Extension Dairy Specialist, Maryland, who is chairman of this year's 4-H section at the American Dairy Science Association Annual Meeting, informs us that some important topics related to 4-H will be discussed June 21 at East Lansing. If your Extension Dairymen are attending this meeting you may want to call this 8:30 to 10:00 a.m. session to their attention.

CRESTED CLOVER CITATIONS: Dean Vaughan presented a Crested Clover citation to Eli Lilly, Inc. at their annual board meeting, April 26 in Indianapolis. On April 11, Kemp Swiney presented a similar citation to the Purebred Dairy Cattle Association. Most of the other presentations are slated for the period of National 4-H Congress.

4-H REPORTERS ARE COMMISSIONED BY THE SECRETARY: The eight Report-to-the-Nation delegates took part in a first-ever event. At the end of their weekend orientation on April 6, they were personally commissioned for their important roles by Secretary Clifford M. Hardin. In addition to TV and press coverage, USDA made video tapes of the ceremony to send to 50 TV stations located in regions from which the delegates came.

4-H AWARENESS: Illinois and Ohio are among the States that have well planned "Awareness" Programs" underway, both for an extended time span. Elsewhere in the letter we've mentioned the Illinois radio spots (Bill Stone, contact).

Ohio has the following awareness materials in some stage of completion, developed with the guidance of youth and adult advisory groups:

1. A coordinating theme - currently debating "4-H Is Your Kind of Thing" and "Have You Seen the New 4-H?"
2. Art work for a coordinating theme - color, style, etc.
3. TV drop slides - plan for a set of 12 or 15 slides for each TV station in the State by fall.
4. A master radio tape featuring Ohio celebrities.
5. Some skeleton news stories that counties can localize and use for activities, such as camps and fairs.
6. Some 4-H ads which local papers and businesses can use in special editions.
7. Movie for adult audience to enlist their support for 4-H.
8. A brochure to explain 4-H to parents of new members.

"Several counties have developed excellent special 4-H editions for local newspapers. The master radio tapes dubbed last fall have been widely used according to area 4-H agents. Both agents and radio stations are requesting more. Restaurant placemats took hold in several counties. Ashland County improved a good idea by including a 4-H quiz. People are definitely getting 4-H exposure which should result in awareness and positive attitudes." This is the report of Virginia Evans.



ATHLETIC EVENTS 4-H: We've seen two outstanding examples where 4-H was included in printed programs for athletic events. New Jersey "scored" with a fine full-page story on urban 4-H in its program booklet of November 21, featuring a game between Rutgers and Colgate. North Carolina really got the 4-H message to athletic supporters when the 4-H Development Fund took over the December 29 game activities between North Carolina State and University of Santa Clara. The cover of the "Wolfpack News" is a picture of Chancellor Caldwell and two youths who are 4-H State officers. A center section carried a picture and message from 4-H Director Dr. Chester Black, two full pages of pictures on 4-H in the State, and another page to describe the activities of the 4-H Development Fund, Inc.

"JUEGOS CASEROS": A former Extension worker in Michigan, now in Mexico, has translated into Spanish the Homemade Games bulletin by Verne Varney. Some of you may want to purchase this for use in your work with Spanish-American families. You can secure copies for 18¢ each from Charles T. Woods, Apartado 157, Puebla, Mexico.

ARTICLES BY ED POPE: Missouri has again requested Ed Pope to do articles for its leader letter--and other States may share. The first one is a stimulating paper on "Working with Eight Year Olds". Write Mr. Pope if you want a copy to include in your mailings.

"AWARE 71": Camp Fire Girls, Inc. are planning a series of five summer conferences to which boys, aged 15 to 18, are invited. Included are awareness of society, people, morality, poverty, drugs, trees, air, dirt school, love, hate, politics, war, peace, black, yellow, white, red. Society! Schedules are:

June 21-25, 1971	Carleton College Northfield, Minn.
June 22-26, 1971	North Texas State Denton, Texas
June 24-28, 1971	Oxford Circle University of California at Davis, Calif.
June 26-30, 1971	Lewis and Clark Portland, Oregon
July 5-9, 1971	Georgetown Washington, D.C.

Write Dr. Hope Daugherty if you want more information.

PROGRESS WITH "MULLIGAN STEW" TELEVISION SERIES: Filming has been completed on 3 of the 6 shows of the 4-H TV Nutrition Series - Mulligan Stew.

Under the direction of Miss Patricia LaFlame (Educational Media Specialist) the Michigan State Extension Service is developing the instructional and promotional materials for use with the series. Both the films and the materials are scheduled for completion early fall.

EXPERIENCES IN HUMAN RELATIONS KITS: Most of you are aware of these very excellent kits made available through the Nebraska Association for 4-H Development. We get reports from time to time where State people have used them with great success in training volunteers and professional staff.

This approach to improving interpersonal relationships with youth and adults has been used in Nebraska for several years.

To give you more information about the kits, we have enclosed a copy of the paper "Pegs, Squares Help Develop Leaders" by Elaine Skucius and Dan Lutz. Don't overlook this wonderful training aid as you plan for the 70's.

YOUTH IN THE 70's: We thought you would be interested in a summary of talks at the 1970 Annual Meeting of the National Association of Extension 4-H Agents. The enclosed leaflet "Youth in the 70's" gives those along with names and addresses etc. of the Association officers. We call your special attention to the lead article by Dr. Thomas R. Bennett "A New Culture or a Counter Culture".

#### /SHARING SOME OF THE GOOD IDEAS IN STATE PROGRAMS/

##### LEADER AND STAFF DEVELOPMENT

###### FLORIDA - "Spring Into Action with Volunteers"

Nutrition youth professionals, now working in six urban cities, had a training conference in late March to help them with recruiting volunteers and evaluating progress of the program. Milt Boyce was one of the resource persons. Florida calls their EFNEP youth program PEP (Please Eat Properly). They will again conduct two camps for low income youth, each utilizing volunteers as counselors.

###### MICHIGAN - 4-H Leadermete

The Leadermete drew about 250 4-H leaders from all over Michigan. Dr. Catharine Richards was the main speaker. Opportunity was given for discussions in small groups and with a panel and Dr. Richards. There was also an opportunity to meet foreign students. On Sunday morning an "Idea Fair" was held and proved very successful. The five National 4-H Conference delegates and Kathy Nichols, National 4-H Reporter, participated in this weekend.

###### OREGON - 8-Year-Olds in 4-H

Oregon has been studying whether they should make an aggressive thrust for 8-year-olds in 4-H. A special consultant, Martha Marmorina, was engaged to research the situation. One of the resulting actions was a discussion at the State 4-H Leaders' Conference in late January on "The Third Grader in 4-H".

###### RHODE ISLAND - Junior Leader Conference

The "We Care" theme was developed in a series of workshops on record keeping, ecology, international 4-H programs, and 4-H programs of the future. A discussion on ecology was led by a panel from the Rhode Island School of Design. The program was planned by a committee of junior leaders.



#### TENNESSEE - Committee Explores 4-H Possibilities

Improvement of the total 4-H program was the object of an initial consultation of the State 4-H staff and the Extension agents 4-H committee. The study will continue through a year's time.

#### WASHINGTON - 4-H Youth Agents Training Conference

The conference to be held May 17-21 in Wenatchee, will have Dr. Glenn C. Dildine of Colorado State University, as principal out-of-State resource person. Dr. Dildine will help the group think through the educational job of working with a lot of people with real needs but persons who have not been assisted by 4-H previously.

#### WEST VIRGINIA - Training in Understanding Urban Audiences

A group of 40 Extension youth professionals working with EFNEP and 4-H agents from urban areas participated in an outstanding training event at the National 4-H Center the last week of April. Resource people included Dr. Saul Silverman, Dr. Catherine V. Richards, Dr. Emory Brown, and Rudy Pruden plus Extension staff members doing urban work in the District of Columbia and nearby areas in Maryland. Mrs. Clifford Hardin addressed the group at a noon luncheon, and the West Virginia Senators and Congressmen joined them for dinner and discussions.

#### UTILIZING THE MASS MEDIA

##### CALIFORNIA - TV Station KNBC Cited

Extension at the University of California cited KNBC for a decade of support given to 4-H. Two nationally broadcast NBC programs--"Agriculture USA" and "Existence"--received special mention for featuring 4-H boys and girls. Doug Aulenbacher has worked ably with producer John Sterns in arranging 4-H cooperation on the two programs.

##### GEORGIA - 4-H Ideas Newsletter

A State newsletter is a new venture. The plan is to issue it monthly to agents who work with 4-H. It will be a means of sharing pertinent items from all of the State staff. A permanent name is yet to be adopted.

##### ILLINOIS - Radio Spots for 4-H

A set of 12 excellent taped spots have been sent to 128 radio stations in the State. Within a week after the tapes were mailed, about a fifth of the stations had sent favorable responses on the reply card enclosed with the tapes. These spots are the kickoff phase of a three-year campaign designed to open the door to 4-H in urban areas. The spots are 10, 20, 30, and 60 seconds long and cleverly done to appeal to young people. The 4-H Awareness Campaign is a joint effort between the Office of Agricultural Communications and the Illinois 4-H Staff.

##### INDIANA - Explaining Nutrition Work to Influence Leaders

The new publication, "A New Vision--4-H Work with Disadvantaged Youth," is an excellent means for explaining low-income nutrition programs to county governing bodies, Extension advisory groups, State officials, donors, and other supporters. The attractive 20-page report, describing a variety of low-income youth nutrition programs, was originally planned as a means for the Extension workers involved to share ideas with each other. The introduction points out that the Expanded Food and Nutrition youth programs reached more than 12,500 youth in 1968. The report also points out that the 4-H staff in Indiana are working to develop a new program for the 1970's.

IOWA - "Twenty Years of Progress"

This title introduces a fine new brochure portraying progress with the Iowa 4-H Camping Center, as a main project of the Iowa 4-H Foundation. This excellent camping facility has been accredited by American Camping Association continuously since 1955.

LOUISIANA - 4-H Congress on Camera - Ready Copy

A photo feature story of the National 4-H Congress was sent to all counties as camera-ready copy for use in offset newspapers. The story first appeared in the special 4-H edition of The Plainsman of Zachary. The editor gave the State office the negative of the two-page newspaper layout to reprint in the LSU Print Shop for Statewide use.

SOUTH DAKOTA - TV Series to Improve Youth Programs

The 4-H and Information Staffs are doing a series of monthly programs on four educational television stations to help improve the planning and conduct of youth meetings and other activities. Designed is a series of leader training discussions to overcome the problems of poor planning, little preparation, and lack of order that thwart the progress of all youth groups. A unique feature of the series is that adult leaders have been asked to send questions to the State 4-H office. Some of these questions will be answered on future telecasts, and the others by letter.

METHODS RELATED TO PROJECTS

ARIZONA - Conservation

The Salt River Project, Phoenix, has assured continuation of the Arizona Youth Conservation Camp program through 1971 by a contribution to the camp fund. For the past six years, the conservation camps have been held during June or August at Point of Pines on the San Carlos Apache Indian Reservation. Their purpose is to stimulate and develop campers' appreciation and understanding of the State's natural resources. The 1971 program will include two one-week sessions for boys between 14 and 16.

CALIFORNIA - Bilingual Letters on Basic Four

Mrs. Joanne Ikeda, nutrition technologist for the Extension Service in California, prepared a series of four letters now being sent to parents of children reached in the youth phase of the nutrition program. Each of the four letters discusses one of the Basic Four Food Groups, each is on a different color of paper, and each carries the message in English on one side of the sheet and in Spanish on the other side.

COLORADO - Survival Training Program Attracts Boys

A survival training project was carried out with teenage boys, 14-16, as part of "Project Get Rough," jointly operated by Colorado State University with the Boys' Club and Outward Bound. The project helped boys learn about nutrition, science, exercise, and survival. Many of the participants were inexperienced in outdoor life. Preparation for a pack trip through the Great Sand Dunes National Monument included nutrition information, exercises, and hikes. The boys managed hiking, cooking, and camping in both good and bad weather. They accomplished a solo trip near Penrose-Rosemont Reservoir, and after a two-day climb finally scaled the summit of 10,074-foot Mt. Vigil.



GEORGIA - Project Work in Human Development

We are enthusiastic about the new manuals, issued for three age levels. Author is Mrs. Phyllis Adams, Human Development Specialist.

KANSAS - "Exploring the World Through Geology"

A beautiful new bulletin has been prepared by Dr. Harold E. Jones, who has accepted the geology project leadership. Dr. Jones and John Hanna of 4-H are teaming up for area meetings this spring to introduce the geology units. Dr. Jones is Extension specialist, Soil Fertility and Management, and is located in Waters Hall, Room 209.

MICHIGAN - Veterinary Science and Health Understanding Day

In 1971 all Michigan counties were eligible to send three teens and one leader to this outstanding event, piloted with selected counties last year. An April date was selected which corresponded to many schools spring vacations. One of the important goals was to show the inter-relationship of veterinary science with other animal projects and human health. The Upjohn Company cooperated with Extension in conducting the educational experiences.

MINNESOTA - "Clothing Speaks"

For a series of meetings, the first day was for a man and woman agent from each county to introduce the agents to the program, give them some background information on clothing and appearance to help them personally as well as to understand teens. On the second day counties were invited to bring two boys and two girls as well as a man and a woman adult leader. The meetings proved to the staff that boys, as well as girls, are highly interested in appearance and clothes. Counties are expected to incorporate the information in their 4-H program in a variety of ways.

MISSOURI - Evaluation of 4-H Clothing Publications

A master's candidate has evaluated the new 4-H clothing publications issued a year ago. This has established a bench mark for later studies. The information is being utilized in clothing training programs.

NEW JERSEY - New Type of Urban Event

The Flamingos marching group, participants in the special Newark 4-H Youth Project, were the sponsors and guests at a Debutante Ball held at the Continental Ballroom, Newark, N. J. Mayor Kenneth Gibson and Councilman Sharpe James attended the event. Also present were Director John Gerwig and Fran S. Mansue. The group's slogan is "Make a Good Thing Better". In commenting about the Ball Dr. Gerwig stated, ". . . I have never seen a more disciplined group of young people than were present that night. I think, too, the talent in the program which came from the South Ward spoke very highly of itself." Chester Smith coordinates the overall urban 4-H pilot program in Newark. He is assisted by Mrs. Delores Parker, who administers the nutrition education aspect, and Bill Wallace who works directly with the 4-H Flamingos group.

SOUTH CAROLINA - Pilot Work with "Town and Country Business"

The marketing specialist has re-written and updated the Town and County Business literature. After a chance to work with some pilot groups the specialist plans to dress up the material in layout and format.

#### 4-H WORK WITH HANDICAPPED YOUTH

##### CALIFORNIA - Work with Mentally Retarded

The Napa County 4-H Council has given its permission to establish the HOPE 4-H Club of Imola, California (Napa State Hospital). This program utilizes services of high school 4-H members working on a one-to-one or one-to-two basis with the profoundly and severely retarded members of Program I, Mentally Retarded, Napa State Hospital. A psychiatric social worker at the hospital voluntarily assists in the 4-H activities.

##### MINNESOTA - 4-H for the Blind

Here a small grant is helping identify the needs of blind youth in 4-H. An adaptation of the leaflet "This is 4-H" is being put into braille. Later, other materials will be put into braille, or talking books.

##### TENNESSEE - 4-H Work with Special Education

Franklin County is opening new doors for the handicapped with 4-H workshop-type meetings. The Extension agents have worked closely with one man and two women teacher-leaders. So far, 27 boys and 17 girls have been reached. Special visuals have been developed to make the teaching effective.

##### KANSAS - Drug Education Program

Eight one-day conferences were held to introduce the drug education program to 841 leaders and 160 agents. Participants liked the approach to go beyond physical and legal aspects of drug abuse and look into causes, solutions and alternatives. Keynote speech was "Every Child Needs L.S.D.!" (Meaning love, security and discipline). Special printed materials have been prepared for agents and for parents-leaders.

##### COLLEGIATE 4-H

##### NEBRASKA - University 4-H Club Regional Workshop

The University 4-H Club at Nebraska was host for a 11-State workshop planned to exchange ideas of campus 4-H programs and activities. The conference started with a get-acquainted evening on Thursday, April 22, and concluded with Sunday morning vespers. The group attended the NCA collegiate rodeo.

#### /NEWS OF OUR CO-WORKERS/

H. Joe Myers was named State 4-H Leader in Oregon just in time to join other State leaders at National 4-H Conference. Other new 4-H appointees are:

Georgia: J. Carol Driver, Special Agent 4-H

Kansas: Paul T. Kasper, Area Extension Specialist, 4-H

Kentucky: Glenn E. McNabb, Program Specialist for 4-H

Oklahoma: Joe H. Hughes, Extension 4-H Specialist, Animal Science

Guy F. Harolow, Area Special Agent, 4-H Youth Development

A. P. Pat Lewis, now has title Extension 4-H Specialist

Virginia: Ronald E. Buffington, Extension Specialist, Dairy, 4-H Youth

Ohio: Jim Marquand to take assignment for literature development and program analysis.



New York now has an inner city 4-H youth agent. J. Donald Astwood is located at 11 Park Place, New York City.

Arizona has employed Walter Tilford as director of the pilot work involving inner city youth of Phoenix between ages 13 through 18.

Two newly-appointed Extension Directors each started in Extension as 4-H agents: Dr. Maynard C. Heckel, who moves from Virginia to New Hampshire was a 4-H agent in Connecticut. Jim Matthews, Alaska, began in North Dakota before moving further northward.

Mildred L. Howell of Massachusetts retired May 1. Many of her friends came to an open house in her honor April 25, at the Bowditch 4-H Club House on the University Campus. A book of letters was presented to her but yours could no doubt be added.

Sarah Eidsvig, North Dakota, has resigned and moved to Montana. Her husband has recently returned from Vietnam.

Five State staff people attended the Extension Winter School in Arizona. They were: Laura Cooley, California; Mildred Fizer, West Virginia; Paul Drake, Arizona; Dick Lyon, Illinois; and Jack Westra, North Dakota. John Banning was instructor for the youth course.

Ray Cox, Nevada, has been approved for a six months' sabbatical leave. He plans to visit several States as well as the office at USDA.

Geraldine Fenn is to receive an honorary degree of Doctor of Humanities from South Dakota State University, the school from which she graduated. Commencement ceremony is slated for June 6. Gerry was on the State 4-H staff in Montana until retirement and has since served as State coordinator of children and youth programs, working out of the Capitol at Helena.

The folks in Iowa have notified us of the death of one of the Nation's 4-H Pioneers, Mrs. Jessie Field Shambaugh. Mrs. Shambaugh organized some of the early 4-H type work and was one of the first users of the 3-H and 4-H emblems. She is probably best known for the "Country Girl's Creed" which she wrote.

/IN CLOSING/

Like you, we have just gone through our annual "soul searching" to establish priorities for our available man days for the year ahead. Discussions on "4-H in the 70's" have been reviewed. We're considering whether we can do more inter-State discussions, with two or more States where the problems are of mutual concern and where travel for you would not be excessive.

Sincerely,



E. DEAN VAUGHAN  
Assistant Administrator  
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